

**IN THE ABSTRACT:**

The Abstract as amended below with a replacement Abstract shows added text with underlining and deleted text with ~~strikethrough~~.

Q1 A low-voltage excited red phosphor of the present invention has a matrix including an oxide of an ~~alkali~~ alkaline earth metal and titanium and doping elements including a rare-earth element, a group 13 element, and Zn. The phosphor has an improved lifetime and high brightness.